CONSUMER NOTES
CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . WASHINGTON, D.C.

Volume I, No. 36 January 2, 1939.

## FEDERAL AID FOR SILK CONSUMERS

Don't think the cause a lost one if you buy a silk garment or fabric and too late find it contains other material besides silk or is damaged. Complain to the store where you made your purchase or write to the Federal Trade Commission in Washington.

Federal laws now protect consumers against mislabeling and false advertising of silk fabrics, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A. "Trade practice rules for silk buyers and sellers just issued by the Federal Trade Commission now permit silk consumers to buy with both eyes open and their blindfolds removed.

"No fabric may be called silk, pure silk, all silk, pure dye silk, or any similar term unless it is made only of silk and nothing else. Dyeing and finishing materials may be added to these silks so long as they do not constitute more than 15 percent by weight of a black silk fabric or 10 percent by weight of any other silk fabric. Metallic weighting of any kind in a silk fabric disqualifies it from being called by one of these terms.

"Fabric mixtures containing silk must name the fibers they contain in the order of their importance. For example, a fabric made mostly of cotton, but with some silk and less wool in it must be labeled: 'Cotton, Silk, Wool.'

"Any fabric that looks like silk must be labeled what it actually is so that no one may be fooled into believing that it is silk. Deteriorated or damaged silk must be sold as such. Silks that are weighted or contain non-fibrous material must tell on the label the percentage of weighting or non-fibrous material contained in them.

"In addition to these rules, the Federal Trade Commission has made suggestions that the trade may voluntarily adopt in its silk labeling. It suggested that the exact percentage of each kind of fiber in a fabric mixture be indicated. Weaves such as crepe, chiffon, tafetta, and satin associated in consumer minds with silk would be more easily identified if preceded by the word 'silk', the Commission stated. Finally, the Commission says, consumers would be grateful if the silk trade would indicate on its labels and in its advertisements just how they should wash, clean, and take care of silk. But this kind of label information is not required."

## WHAT TO KNOW ABOUT BREAD

Look at the label on the wrapper when you buy bread. "It should tell you three things," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A. "Weight, composition of the bread, and date on which the bread was baked are the important facts.

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"Two loaves of bread may appear to be the same size, but on the scales one may weigh 2 or 3 ounces less than the other. This may seem a trivial concern, but the housewife who daily purchases two 14-ounce loaves instead of pound loaves selling at the same price, will have cheated herself at the end of the year of approximately 91 pounds of bread.

"Wrappers which tell what ingredients and how much of each was used in making a leaf would do much to help consumers become better buyers. A bread may be advertised as having exceptional nutritive value because it contains milk, butter, even eggs. But unless the consumer is told the amount of these ingredients in the loaf, she is in no position to know whether the bread justifies the special claims made for it. Likewise, those wanting a whole-grain product would be protected against getting a loaf containing perhaps only 50 percent or less whole-grain flour.

"Dating bread with the day it was baked guards consumers against paying fresh-bread prices for stale bread.

"Few bread labels give this information now. It is up to consumers to ask for informative labels if they want to get them."

HOW TO SPOT A GOOD CABBAGE

Buy your cabbages green-not yellow--if you want to get the most in food value from this leafy vegetable.

"The greener the cabbage, the more Vitamins A and G," writes the CONSUMERS' GUIDE, publication of the Consumers Counsel Division of the A.A.A.

"Good cabbage is bright in color, firm, crisp and heavy. Wilted or discolored outer leaves may sometimes be removed, leaving sound food.

"Heads with leaves separated from the stem are likely to be tough or strong. Soft heads are edible but usually of inferior quality. Wilted, yellow heads often indicate age and toughness.

"Look for worm injuries. They are common in all leafy vegetables and can usually be spotted without much trouble in cabbage."

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## HOW TO TELL A WOOL FROM A FUR FELT HAT

You don't have to know the whole process of making a hat to spot the difference between a wool felt and a fur felt. Advice of the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, is to finger the felt when in doubt.

"A fur felt feels soft and silky when worked with the fingers," writes the GUIDE, "while the wool felt is likely to feel grainy, rough, and stiff between the fingers.

"Wool felt also often has a cardboardy feel to the fingers. Wool requires more shellac stiffening because it 'felts' less readily and less perfectly than fur. Because a wool felt contains more stiffening, the shellac in the hat will after a relatively short period granulate, and the hat will become soft and lose its shape.

"Good wool felt hats are uniform in quality throughout, with no sudden lumps or grains and with a uniform and clear color. Though they may not be as silky and soft to the touch as the more expensive fur kind, they will nevertheless have a pliable texture. The poorer the quality, the more nearly the wool felt feels like cardboard, and the more uneven the coloring and thickness of felt."

## A BANNER SEASON FOR GRAPEFRUIT

Record-sized crops in grapefruit this year have resulted in grapefruit prices reaching their lowest marks in history in most consumer markets, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Consumers who take advantage of these grapefruit bargains to build up the supply of Vitamin C (anti-scurvy vitamin) in the family diet do not lack buying hints when they go to market, says the GUIDE.

"Good quality grapefruit are firm, yet feel springy to the touch. Look for well-shaped, thin-skinned fruit, heavy for its size, juicy, not pithy. Puffy, spongy, or coarse skinned fruit don't yield much juice. Neither do grapefruits with rough, wrinkled, or ridged skins which are usually signs of thick skins.

"Large, fancy fruits are attractive, but mean added expense to your purse. Those with blemishes, such as scale, scars, thorn scratches, or russet color, have just as good eating qualities, and usually are cheaper.

"Avoid decayed fruit, it will be flat and bitter tasting. You can spot decay by a soft, discolored area on the peel at the stem end of the fruit, or by a water-soaked area where, the natural yellow color gone, you can break the soft and tender peel by pressing your finger on it.

"Pink-fleshed grapefruit add color to your salads and desserts; otherwise, they are no different from the normally-colored variety."

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HOW TO MAKE A GOOD CUP OF TEA

Good tea is what you make it. Here's a formula suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, for amateur tea brewers who want to be sure of a good cup of tea.

"First, use only freshly boiled water. Water that is allowed to boil and reboil loses most of the air it contains and gives the tea a flat taste.

"Experts say that two-thirds of an ounce of tea to a quart of water is the correct amount. Use more or less if you like your tea weak or strong.

"Immerse the tea leaves in the boiled water from 3 to 5 minutes. Make the tea in a warm teapot, preferably one of porcelain.

"After you have immersed the leaves for the stated length of time, pour off the tea into cups. Don't use the tea leaves a second time. A good cup of tea requires fresh tea leaves.

"Drink a cup of tea for anything but food value. Tea has no nutritive value except for the sugar and milk or cream that is added to it."

FOR ELECTRIC RANGE BUYERS

If you want to know how well-insulated the oven is when you go to buy an electric range, try the "knocking test," suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Knock against the sides, top, and door of the oven," advises the GUIDE. "A hollow sound means little or no insulation in that part--a warning sign in any electric range.

"A surer way to determine the presence or absence of insulation is to ask the salesman to unscrew the inside of the oven door. You can then get a graphic idea of the insulating material used, its thickness, and whether or not the insulation will hold its position.

"Ovens should be well-insulated throughout, whether thickly or lightly. Blanket insulation -- where the material is all in one piece and is wrapped around the oven -- is best.

"Be sure that the oven door fits tightly. If it doesn't, you'll be paying for heat that is escaping into the room. It also means uneven baking. Door and frame of the oven should fit so tightly that you would have difficulty latching the door when a piece of cardboard one-sixteenth of an inch thick is placed between the door and the frame."

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## DON'T PAY GRADE A PRICES FOR GRADE C CANNED GOODS

You wouldn't pay silk prices for cotton goods, nor should you pay high-grade prices for low-grade canned goods.

If you want to know the quality of canned fruits and vegetables you are offered, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, the answer is to look for a grade mark on the label. Buying by grade gives you an accurate guide in comparing prices of different qualities of the same food.

Here's what the grades mean:

"Grade C: It's in this grade that a large percentage of all canned food is found. When Grade C is found on a label it means that the product inside that can is good wholesome food, but that it may not have been as carefully selected as to size, color, and maturity as the same food in a higher grade. You can use Grade C products for many dishes, such as soups and stews.

"Grade B: Raw materials in these products are a little more carefully chosen as to size, color, and maturity. The vegetables are probably a little more succulent. Use them for general serving.

"Grade A: These are very carefully chosen for size, color, and maturity. In fact, they are so carefully chosen that not a very large proportion of fruits or vegetables rates this grade. Naturally you can expect to spend more for them and the extra cost may be justified if you want them for some special purpose, such as salads or desserts.

"In addition to the grade designation, look on the label for such additional descriptive information as may be appropriate for the products, such as the strength of sirup in the case of fruit, sieve size in the case of peas, the number of servings, etc."

## BE FABRIC-CONSCIOUS WHEN YOU BUY FURNITURE

Don't let style and looks be your only guide when you canvas the furniture sales.

"Examine the fabric, too, if you want to be a wise furniture buyer," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Whatever the fabric, look to see how it is attached to the frame of the furniture. Loose threads, shifted yarns, poor binding, frayed edges, or uneven lines at the points where the fabric meets the frame are all signs of poor workmanship, and forewarnings of poor wear.

"Furniture fabric should be firm and closely woven. Whether a pile or a smooth surfaced yarn, it should have a tight weave both on the surface and in its foundation; otherwise it will pull and shift at the seams or places of attachment to the frame.

"Fabrics that wear well are also pliable and flexible,

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as well as firm. The mark of any good upholstery fabric is firmness, coupled with pliability.

"Pile fabrics--those with cut or looped threads on the surface--should not pull out easily from the foundation cloth. Remove a tuft and notice whether it looks like a "V" or a "W". "W"-pile is more securely embedded, can resist harder wear.

"Finally, watch out for 'floats' on damask, brocades, satins, or brocatelles. These are loose yarns on the surface that invite serious damage by catching and tearing. The same rule holds for snags and free ends that mark a poorly made fabric."

A QUICK WAY TO GET RID OF COFFEE, TEA, AND FRUIT STAINS

You can save on cleaners' bills if you waste no time getting into action when you stain cotton or linen material with fresh tea, coffee, or fruits, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If the material is white or colorfast, hold the stained portion tight by fastening it over a bowl or pan with an elastic band or a piece of string. Place the bowl in a tub or anywhere else where hot water spilled into it will not splash on you.

"Then pour boiling water from a height of 3 or 4 feet down on the stained portion. The force of the hot water poured from that distance will frequently drive out a fresh stain without any further cleaning treatment."

FOR CELERY FANCIERS

"Pack up your troubles about vitamins, proteins, and carbohydrates when you go to shop for celery," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Here's a gay vegetable that makes no claim to possessing special stores of any of these solemn-sounding food values. It ranks as a fair source of Vitamins B and C, but an unimportant source of other vitamins. It is only a 3-percent carbohydrate vegetable--like asparagus, cabbage, spinach, tomatoes--but nature-made for reducing diets. Chiefly, celery bids for your favor by its flavor, good in itself, and good as a seasoner. To many consumers, that is bid enough."

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## ORANGES BY THE CRATE

Consumers who want bargains in Vitamin C have their chance now with the low orange prices that have followed on the heels of the largest orange crop in history, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"You can cut the price per dozen still further if you buy them by the crate or half-crate," advises the GUIDE. "For many families, the additional savings might mean the difference between not having oranges at all and having plenty for a healthful diet for all the family.

"Oranges can be purchased, too, by bushel, half-bushel, or peck. Cost per dozen sometimes runs lower for such quantity purchases. It's a good rule, when buying in bulk, and full value is assured when consumers can first cut open one orange to make certain of the quality.

"Oranges keep longest when storage is cold--but not below 32 degrees. If you have a cold storage room you can safely store plenty of citrus fruit.

"Even if you are an apartment dweller with little more than a kitchenette for storage, you can get savings through quantity buying by sharing with neighbors. Oranges will keep long enough at room temperature for many juice-drinking families to use up half a crate."

## TRUTH IN COSMETIC LABELS

Every statement on the labels of cosmetics crossing State lines after next June 25, will have to be backed up by facts if cosmetic manufacturers don't want to run afoul of the law.

Regulations under the new Federal Food, Drug, and Cosmetic Act make misbranding of cosmetics illegal, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

Under the Act cosmetics will be misbranded first, "If their labels are false or misleading in any way.

"Second, if packages containing them do not give the name and place of business of the manufacturer, packer, or distributor, and the weight, measure, and numerical count of the contents.

"Third, if any information which is required on the label is not given in such terms and placed prominently enough to be read and understood.

"And, last, if the container is made, formed, or filled so as to be misleading.

"The new cosmetic label regulations go into effect June 25, 1939."

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SHEETS FOR YOUR LINEN CLOSET

"If you're in the market for a good sheet," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A., "look for one that is firm in weave and practically free from sizing.

"Cheap sheets may have an appearance of false weight and firmness with heavy filling up to 30 percent. It's worth looking for a label that tells the amount of sizing in the sheet, but if you can't find one, do this: Hold the sheet to the light and notice whether the spaces between the threads seem filled with film made by sizing. Or rub a corner of the sheet between your fingers; if a white powder sifts down, it's a signal of excessive sizing.

"The finish is more likely to be permanent if both sides of the material look the same. A 'mercerized' finish means a permanent attractive gloss. 'Linen finish' may mean mercerizing or merely temporary gloss. 'Percale finish' on the label has no definite meaning.

"First-class sheets have practically no knots, no uneven yarns, no thick and thin places to cause strain and early breaking. Fuzziness on the surface means short, insufficiently twisted yarns. They don't wear well, and turn grey with use. A 'second', with noticeable defects in yarn and weave, is an economical buy only if the defects affect only the appearance, and not the wearing quality of the sheet.

"A sheet with approximately equal thread counts both ways will be strong if good yarns are used. Muslin sheets satisfactory for general use have thread counts ranging from 66 to 76 threads each way. Percale--a luxury buy for ordinary purposes--has a thread count as high as 100 or more each way.

"A light-weight sheet with a high count of fine, smooth yarns, wears well, and is not too hard on laundry bills. All factors included, a medium-heavy muslin may often be the best buy for average purses. Of course, ease of launderability doesn't count so much when washing is done at home.

"Selvages of the sheet should be strong and wide, free of extra tension. Seams should be evenly folded with the thread, closed at the ends, snugly turned, stitched fine and evenly, and fastened tight. Hemstitched seams are a luxury; they tear off more quickly."

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## WHAT IS GRADE "A" MILK?

"If you don't know what the grade mark on the cap of your milk bottle means, ask your local health officer," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Usually grades for milk represent differences in sanitation and safety under which the milk was produced and processed.

"Few milk ordinances grade milk on the basis of its butterfat content. Ordinances sometimes require that any whole milk sold shall contain a certain minimum percentage of butterfat, but they do not always set standards for butterfat content of each sanitary grade.

"When you are offered Grade A or Grade B milk there may be no difference in the richness of the two kinds, while there may be a difference in their safety.

"Find out what your local milk ordinance requires of each grade of milk sold in your city, and then ask your milk companies to tell you what are the differences between the various grades they sell. Check what the companies tell you with your local health department.

"While the law may not require it, milk companies may offer you milk of varying richness. For instance, you may find two kinds of milk, both meeting the sanitary requirements of Grade A, but one containing 4 percent butterfat and the other 3 1/4 percent.

"Consumers who want a higher-than-average butterfat content must expect to pay for it because it costs more to produce such milk, but frequently the difference in price is much greater than the difference in cost.

"For consumers whose milk budgets are small, skim milk is an excellent nutritional buy. As all nutritionists know, skim milk contains almost everything there is in whole milk except fat. It has calcium and phosphorus, is high in body-building protein, is rich in Vitamin G. Of course, it lacks butterfat and is not as good a source of Vitamin A as is whole milk. One quart of fluid skim milk plus 1 1/2 ounces of butter, however, will give you all the food values in a quart of whole milk."

## WHEN YOU SERVE CARROTS OR SPINACH

Throwing away the water in which you cook your carrots and spinach is almost the same as throwing away the precious vitamins contained in these vegetables.

"That's what scientists working in the laboratories of the Bureau of Home Economics in the Department of Agriculture have found," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"First rule is not to overcook carrots and spinach. Second rule is not to throw away the water they were cooked

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in if you want to get the full benefit of Vitamin B (thiamin, sometimes called the 'appetite vitamin') found in them.

"Third rule is not to add baking soda--even a pinch--to any vegetable cooking in water. The soda might make the vegetables look green, but it destroys nutritional value and often spoils the taste of the vegetables."

HELPING TO ENFORCE CONSUMER LAWS

When a member of the New York Federation of Women's Clubs recently found a department store selling a rayon coat as "silk," she didn't let the matter drop; instead, she told the Federal Trade Commission about the mislabeling, and the law enforcement agency went into action. Now rayon must be disclosed on the label.

All of which, declares the Consumers' Counsel of the AAA, points to a good consumer moral.

"Trade union auxiliaries, women's clubs, and similar organizations can help enforce consumer laws by setting up carefully chosen committees to study consumer legislation. Jobs for such a committee might be to educate the membership in the ways in which the legislation protects them, to receive and carefully analyze reports on suspected violations of consumer protection laws, and to pass along to proper enforcement agencies verified records of any instances where the committee believes the laws have not been observed.

"As a starter the committee could do these things:

"Write the Consumers' Counsel, Agricultural Adjustment Administration, Washington, D. C., and ask for descriptions of the new Food, Drug, and Cosmetic Act, and of the work of the Federal Trade Commission in regulating false advertising and other unfair trade practices. Also, ask the Food and Drug Administration and the Federal Trade Commission for reports of actions taken by them on law violations.

"(2) Secure from State officials copies of consumer protection laws operating in their State, and find out from their local weights and measures official (sometimes called 'City Sealer') how their city's weights and measures are regulated.

"(3) Hold 'consumer classes' for members of their organizations and inform them how these laws operate in their protection.

"(4) Ask the members to report suspected consumer law violations to the committee. The committee should check the complaints very carefully and before taking any action. Many times it will find that complaints can be rectified by calling them to the attention of the merchant responsible. If that fails, however, the committee may send full details of the suspected violations to the proper enforcement agency."

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## TESTING HAIR DYES

Users of coal-tar hair dyes will soon be establishing miniature testing laboratories behind one of their ears if a suggestion of the Food and Drug Administration is carried out by manufacturers and heeded by hair-dye consumers, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"There is nothing in the new Food, Drug, and Cosmetic Act to stop the sale of hair dyes containing dangerous coal-tar dyes," says the GUIDE. "The law does say that such products must warn consumers that the dyes may be dangerous and that they should be tested before they are used. The law requires that the label on the dye give adequate directions for such preliminary testing.

"Here is a simple way to test the dyes which the Food and Drug Administration recommends manufacturers put on their labels:

"With a clean brush or other applicator apply a streak of dye not less than a quarter-inch wide and a half-inch long to the skin and scalp, preferably behind one ear. The dye must be placed on both the scalp and the hairless part of the skin.

"Combs, hats, spectacles, and similar objects should not be permitted to come into contact with the test area, nor should the area be covered with a dressing.

"Don't use the dye if redness or burning or itching or small blisters or any other type of eruption develops within 24 hours.

"Under no circumstances should a hair dye be used when there is a disease or eruption present on the skin or scalp.

"Make the test each time the hair is dyed.

"Though the Food and Drug Administration recommends this test, manufacturers may, if they desire, suggest others."

## HOLDING ON TO VITAMIN C

You can keep orange juice and commercially-canned tomato juice in the refrigerator over night with no fear that their Vitamin C (anti-scurvy vitamin) will disappear before the next morning's breakfast, writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"According to scientists in the Bureau of Home Economics laboratories, orange juice in loosely covered jars stored in the refrigerator at a maximum temperature of 45 degrees F. will keep its Vitamin C for a day or two," says the GUIDE.

"Commercially-canned tomato juice in loosely covered containers can be kept for two or three days under the same condition without enough change in its Vitamin C content to worry about."

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HOW TO "CURE" IRON UTENSILS

Ironwear won't rust if you "cure" it properly when it's new, and give it special care after each use.

Here's what one expert recommends for "curing" an iron utensil, as reported in the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA:

"Scour the utensil thoroughly when first bought; wash it well in soapy water; rinse and dry. Then cover the entire surface with tallow grease or cooking oil and put the utensil in a warm oven for several hours. Wash it again in soapy water and dry it thoroughly before using.

"After each time it is used an iron utensil should be soaked, scoured when necessary, and dried completely over a warm stove or in a warm oven. If you are storing it for several weeks or months, rub the surface with tallow or oil before putting it away. This must be washed off when the utensil is once again put in use.

"Cast iron, because it heats slowly and holds the heat well, is ideal for slow cooking. It has few rivals for durability, economy, and as a good heat retainer. Used in frying pans, skillets, kettles, and Dutch ovens, it will actually improve with age if well cared for."

DEFINITION OF A SAUSAGE

When is a sausage not a sausage?

"The Bureau of Animal Industry has ruled that a product simulating sausage is imitation if more than 3 1/2 percent of it is cereal, vegetable starch, vegetable flour, dried milk, or dried skim milk," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Such products prepared in an establishment operated under Federal meat inspection must be labeled 'Imitation' at the establishment.

"Even if these substances are in the product in amounts less than 3 1/2 percent, it must bear the label 'Sausage--cereal added,' or 'Sausage--dried skim milk added.'

"If cooked sausage contains more than 10 percent water, it, too, must be marked 'Imitation.' The same holds for uncooked sausage containing more than 3 percent water.

"When you buy sausage look for a product that bears a label showing that it has passed Federal inspection. Then examine the label to see whether you are getting an 'Imitation' product."

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LOOK FOR THE WHITE SATIN LABEL

Feminine hat shoppers anxious to purchase millinery that has been made under fair working conditions should look for the label of the Millinery Stabilization Commission, advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"This white satin label is the consumer's guarantee that the hat bearing it was made under sanitary conditions at a fair rate of pay and was sold under fair and equitable commercial practices," writes the GUIDE.

"It is controlled by the Millinery Stabilization Commission, formed by workers and employers in the millinery industry to regulate commercial and labor practices in the industry.

"Fair-minded consumers who are repelled by the thought that their garments are made by sweated labor can make sure their hats are fair hats by looking in the lining for the white satin label. About 80 percent of all women's hats bear the label.

"The label tells nothing about the quality of the hat. To determine that consumers must judge the felt and workmanship for themselves."

WHEN YOU BLEACH CLOTHES.

Nature doesn't charge you for bleaching fabrics, but nature isn't always successful in her bleaching services, particularly on cloudy days or in cold weather.

"If the sun goes back on you when you have a bleaching job to do, you can still economize by making your own bleach," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Javelle water--most common of household bleaches--is not hard to make. Dissolve one pound of washing soda in a quart of boiling water, cool, and add a half-pound of bleaching powder (chloride of lime) dissolved in 2 quarts of water. Allow the mixture to settle, strain out all solids, and store it in tightly closed bottles. You will have enough bleaching fluid to last you several months.

"Use the solution in proportions of one-half pint to a gallon or more of cold or lukewarm water.

"Don't allow the clothing to remain immersed in the mixture for more than a half-hour. And never soak silk, wool, or fabrics with designs in this bleach.

"For stubborn stains, a pint of hydrogen peroxide added to a gallon of water is effective.

"Oxalic acid (a poison), used in quantities of one ounce per gallon of water, is effective when the garment is covered with ink or rust stains."

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HOW TO GET RID OF ANTS

Until you destroy the ant queen and the young in the nest itself, you won't be successful in ridding your home of house ants, says the CONSUMERS GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If you find the ant colony, a tablespoon or so of carbon disulphide will do the trick. When the worker ants appear from under the stones or between the bricks of a walk, their colonies may also be destroyed by pouring a tablespoon of carbon disulphide down the crack.

"Where the nests are in woodwork, inject a tablespoon of carbon disulphide with a small syringe, and then close the opening with plastic wood or putty. Sometimes it is wise to make injections at intervals in the wood.

"For unlocated colonies the use of baits, powder, sprays or chemical barriers is usually successful. No one preparation will do for all kinds of ants. Some ants eat one kind of poison but not another. Some eat only sweets, others eat only meats and grease.

"You can sometimes drive ants away by dusting sodium fluoride powder about window sills, drainboards, foundations and other places where they crawl.

"Pyrethrum sprays can be used, but they kill only the ants actually hit with the spray.

"The use of poison baits is also recommended but since the type of bait used depends upon the variety of the ant, householders are advised to write to the Superintendent of Documents, Washington, D. C., for the Bureau of Entomology's leaflet No. 147 (5 cents in cash), for further information about baits."

LARD FOR SHORTENING

Lard, as most amateur cooks know, rarely rates high as a shortening for cakes when used in the same way as butter.

"However," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, "researchers at the North Dakota Experiment Station have discovered that with a few variations in the formula excellent cake can be made with lard if proper methods are followed.

"Here is what they suggest:

"Increase the amount of shortening and decrease the liquid and sugar. Don't mix all the ingredients dry, but set aside part of the sugar to use with the egg white as a meringue.

"Finally, you will get a better color and texture of the crust if you use a lower oven temperature than is usually used for baking a cake."

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TACK THIS IN YOUR KITCHEN

Here's a table to help you figure how many pounds of unshelled or fresh foods it takes to get one pound of the same food shelled or dried.

It comes from the Department of Agriculture via the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

| | | | | | |
|---|---|---|---|---|---|
| 1 lb. shelled almonds | = | about | 3-1/3 | lbs. | unshelled |
| 1 lb. dried apples | " | " | 7 | " | fresh |
| 1 lb. dried apricots | " | " | 5-1/2 | " | fresh |
| 1 lb. shelled beans, lima | " | " | 2 | " | unshelled |
| 1 lb. dried dates | " | " | 1-1/3 | " | fresh |
| 1 gal. maple sirup | " | " | 8 | " | sugar |
| 1 lb. dried peaches, Calif. | " | " | 5-1/2 | " | fresh |
| 1 lb. shelled pecans | " | " | 2-1/2 | " | unshelled |
| 1 lb. shelled peanuts | " | " | 1-1/2 | " | unshelled |
| 1 lb. shelled peas, green | " | " | 2-1/2 | " | unshelled |
| 1 lb. dried prunes | " | " | 2-1/2 | " | fresh in Calif. |
| | | | 3-4 | " | fresh elsewhere |
| 1 lb. raisins | " | " | 4 | " | fresh grapes |
| 1 lb. milled rice | " | " | 1-2/3 | " | rough or unhulled |
| 1 lb. shelled walnuts, Eng. | " | " | 2-1/3 | " | unshelled |

FACTS ABOUT FABRICS

Trying to economize by doing your own spot-removing can boomerang into an expensive business if you don't know how different fabrics respond to cleaning treatments.

First identify the fabric and learn what caused the stain. Then follow this primer of rules for all home cleaners suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.:

Cotton and linen

(1) Strong acids dissolve cotton and linen fibers. Use only diluted acid solutions, followed by weak alkalis, and always rinse thoroughly.

(2) Alkalis and hot water may be used, but materials should not be exposed to them for too long a time.

(3) Bleaching agents should be sparingly used, never in concentrated form or for long periods at a time.

Wool and Silk

(1) Never use strong alkalis on wool and silk.

(2) Never use hot water on wool or silk.

(3) Never rub wool or silk excessively.

(4) Bleaching agents containing chlorine should not be used.

(5) Diluted acids with the exception of nitric acid can be used.

Rayon

(1) Handle carefully when wet, as water weakens fibers.

(2) Diluted acids may be used. (Cont'd.)

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(3) Never use concentrated acids or strong alkalis.
(4) Never use solutions containing acetone, chloroform, or ether on acetate rayon.

DO ACID FRUITS AND MILK "MIX"?

You can eat acid fruits and wash them down with a glass of milk if you want to with no fears that an acute case of indigestion will follow.

"Taken separately or mixed," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A., "acid fruits and milk at the same meal should be no bugaboo.

"The fruits may curdle the milk, but what of it? Gastric juices in the process of digestion will curdle the milk anyway.

"The fallacy that acid fruits and milk 'don't mix' has no truth to it at all."

TAKE CARE OF YOUR SHOES

Because polishing and oiling leather keeps it soft and pliable and more resistant to water, it's a good economy rule to shine your shoes often, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"When shoes get wet, they will quickly stretch out of shape unless dried promptly, but don't put them too near hot radiators, steam pipes or stoves, and be sure they dry out very slowly.

"Perspiration is also hard on leather. If possible have 2 pairs of shoes in your wardrobe for general wear, so that you can give one pair a rest.

"Stains left on shoes by oil and grease should be removed as quickly as possible. Gasoline and ordinary grease solvents often spread the spot rather than remove it. Best method is to coat the stain with a thick solution of rubber in a solvent which evaporates quickly. Then peel off this coating when almost dry. If necessary, repeat the operation several times. Some of the ready-prepared cements, if they are thick and dry very fast and contain nothing but rubber and pure solvent, will do a good job of getting rid of oil and grease on shoes.

"Finally, if you are interested in the life of your shoes, take care of their soles and heels. They do the brunt of the work and are quickest to wear out. Run down heels particularly twist a shoe out of shape."

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## READ THE LABEL

Did you ever get caught this way?

A large manufacturer of breakfast foods put on a test sales campaign a short while ago. He offered consumers identical packages of his product at two prices -- a single package at 10 cents, two packages for 23 cents.

When he counted up sales at the end of the campaign, this is what he found: 33 percent more packages of the breakfast food were sold at the 2-for-23-cents price than were sold at the 10-cents each price.

The first of the "Three R's" for consumers should be: READ THE LABEL!

## GETTING VALUE IN GLOVES

All good value gloves are not made of thick leather.

"Thickness in leather is not a sign of strength in gloves," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "Thick leather may be stiff and boardlike and tear easily.

"Fine leather, either thick or thin, when drawn through the fingers will feel 'alive.' Even if it is thin, it will be soft and supple and have body to it.

"Be sure the glove is well-cut. Poorly cut gloves, even if made from the finest leather, may give unsatisfactory service.

"Seams on the glove are another point to watch. Seams on the outside are generally more lasting. The toughest seam -- known as the 'pique' -- is that in which one edge of the leather slightly overlaps the other, exposing one raw edge.

"To get good wear out of gloves, fit is important. Too small gloves mean burst seams and in time exposed fingers, as well as discomfort. Loose-fitting gloves are the best choice from the standpoint of wear and comfort. There is less strain on seams and leather, and the gloves are warmer in winter, cooler in summer.

"If the glove is clasped or buttoned, the fastener should come about a half-inch below the ball of the thumb for best fit.

"Finally, never dry leather quickly, even 'washable' gloves. It is a gamble to wash gloves at all unless they are guaranteed as washable."

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HOW MUCH WOOL IN A "WOOL BLANKET?"

You can be short-changed both on value and warmth if you don't double-check on the label of a "wool blanket" before you buy, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Many blanket labels tell you the percent of wool in the blanket," says the GUIDE.

"A few years ago the National Bureau of Standards set up label standards for wool blankets with agreement of a group of blanket manufacturers.

"These standards provide:

"(1) A finished blanket containing less than 5 percent wool cannot carry the word 'wool' in any form.

"(2) Blankets containing between 5 and 25 percent wool must be labeled 'part wool, not less than 5 percent wool.'

"(3) Blankets containing more than 25 percent wool must have on their labels the guaranteed minimum wool content.

"(4) Only blankets over 98 percent wool can be labeled 'all wool.'

"Value-conscious consumers look for blankets with this label information when they buy.

"The adoption of these standards is voluntary with the manufacturer. He may designate the wool content of his blankets or not, as he wishes, but if he states the amount of wool used, he must follow the above regulations.

"Remember that a part-wool blanket, if it is to be appreciably warmer than an all-cotton one, should be at least 25 percent wool. A cotton blanket, to have as much warmth value as an all-wool blanket, must be heavier in weight."

TIPS ON LETTUCE

Know what a good head of lettuce looks like?

"It is fresh and crisp, with tender leaves," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If the outer leaves are dead or have discolored spots, don't buy. They are signs of decay.

"But a few broken leaves do not affect quality. Neithe do bruises that show up in reddish spots at a few places.

"Avoid a head with touches of slimy rot. Shy away also from heads with well-developed seed stalks -- warnings of over-mature heads that will be bitter.

"Even though such a stem has not burst through the leaves, it may be apparent as a swelling at the top or side of the head. An inquisitive thumb can detect this hard cor within the leaves."

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DO YOU HAVE A SWEET TOOTH?

The youngster who lets his sweet tooth get the better of him should be warned that all candy and little else doesn't make a healthy diet.

"Whether or not candy is good for you depends ordinarily on what else you eat," comments the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Statistical tables show that candy contains more calories pound for pound than most foods. But candy is 'filling'; gorging on it discourages you from eating other foods.

"Carbohydrates in candy--its chief food value--are only one of the elements needed for a healthy diet. The child who over-eats on candy either will have to over-eat on other foods to balance his diet--an unhealthy habit in any case--or else he won't get other necessary food elements and will suffer nutritionally and physically as a result.

"But in moderation sugar in candy is a good energy-producing food. It is quickly and easily transformed by the body into energy, and is healthy fuel for active young bodies so long as wise parents keep the candy diet down to a moderate level."

GOVERNMENT FOOD GRADING HITS NEW HIGHS

Smart consumers look for Government quality grades on foods before they buy.

CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA, reports that last year 606 million pounds of meat and meat products were graded under the voluntary grading system of the Bureau of Agricultural Economics. This was almost a 60 million pound increase over the previous year.

Government experts also graded more than 40 million dozen eggs during the year--each one of them separately!

Consumers purchased more than 24 million pounds of Government-graded turkeys and about 11 million pounds of other Government-graded poultry.

More and more consumers are learning to protect their pocketbooks by asking for Government-graded foods when they buy. If your local merchant doesn't handle eggs, poultry, and meats bearing the Government quality grade stamp, ask him to get them from his wholesaler.

More information about Government grades on these products and what they mean can be secured by writing: Consumers' Counsel Division, Agricultural Adjustment Administration, Washington, D. C.

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PROTECTING YOUR SILK STOCKING BUDGET

Economy rules for silk-stocking consumers begin at the store counter and carry through to the laundry basket.

"Before buying, follow these rules," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Compare the weight and thread count of stockings.

"Examine the silk yarn carefully, with a special eye for twist or imperfection of the yarn.

"Check the reenforcement of the heel.

"Look on the label to see whether the hose are firsts or irregulars. If the label doesn't tell you, ask the sales clerk.

"Finally, be sure you buy hose of correct size and length."

"Important as buying the stockings is caring for them. There are 3 rules to follow: (1) Wear correctly fitting shoes. (2) Wash your stockings often. (3) Handle them carefully to prevent snags and runs."

ONE SQUARE MEAL A DAY

Does your community have a lunch program for undernourished children in its schools?

"Over 600,000 children in 7,000 schools throughout the country are now getting without charge nourishing hot lunches every school day of the year," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"The lunches are made possible through cooperation of local groups and Federal agencies. Surplus commodities, bought by the Government's Federal Surplus Commodities Corporation, are given to schools participating in the program. The lunches are prepared by WPA helpers--mostly mothers from needy families.

"Purpose of the plan is threefold: To build up young bodies handicapped by poor diets; to put millions of pounds of unsaleable foods within reach of people with meager incomes; and to give work to thousands of destitute women in preparing this daily luncheon menu served to children aged from 6 to 17.

"You can start a school lunch program in your community and bring needed food to children deprived of adequate nourishment through no fault of their own.

"Here is the way to do it: Contact your local public relief or WPA officials. If they do not know how to start the program, tell them their district or State offices will give them the necessary information. You can also ask your local school superintendent if he has information about the program. Many county and city school superintendents have received letters telling them how to start a lunch program in schools under their jurisdiction."

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## KNOW YOUR UPHOLSTERY FABRIC

Arm yourself with this information when you go to buy upholstery fabrics, suggests the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Pile fabrics: these are of 2 types, friezes and velvets (included in which are velours). Frieze has a surface formed by hundreds of small loops, while the surface of a velvet has a pile that is cut, not looped. Pile fabrics with a thick, dense pile firmly attached to the foundation are among the best-wearing of upholstery fabrics. Made of mohair that stands up stiffly, they will resist friction and pressure, and will wear indefinitely if of good grade.

"Damask: This has a reversible pattern, and is made of mercerized cotton, rayon or silk.

"Brocade: its design gives the illusion of being embroidered into the cloth. Wrong side of the brocade is a mass of slack floating yarns that extend all over the reverse of the fabric. Damasks and brocades do not hold up under hard wear. Choose them for bedroom pieces or for parlor and formal furniture, not for furniture that will get lots of heavy treatment.

"Tapestry: Has large designs or even pictures woven into the fabric. It is a rib weave on which you can see the corded foundation of the fabric. It wears extremely well if pliable and firmly woven.

"Repp: A solid color fabric with a cross-wise ribbed effect. Wears well if firmly woven.

"Armure: A rib weave, similar to a tapestry, but with small designs woven into the fabric. It is also a durable fabric."

## FEDERAL PROTECTION FOR GAUZE BANDAGES

Manufacturers of gauze bandages sold across State lines will have to be sure their products reach consumers in a perfectly sanitary state hereafter if they want to keep clear of penalties under the Food, Drug, and Cosmetic Act.

"A 2-1/2-year court fight to bring gauze bandages under regulation of the Food and Drug Administration has recently resulted in a victory in the courts," reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Two Federal courts--in decisions that are of the utmost importance to the health of consumers--ruled that bandages come under the Food and Drugs Act. This means that Federal officials will be able to check adulteration and misbranding of bandages whenever they discover such law violations.

"Until now, gauze bandages that were misbranded or were not completely sterile were allowed to cross State lines unhampered by Federal inspections."

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TIPS ON AUTOMATIC IRONERS

Measure the size of your weekly wash against the size of your budget before you decide on an automatic ironer, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"If you decide your weekly wash runs high enough to make the investment worthwhile, follow these buying hints:

"Decide first on the type you prefer, rotary-roll or pressure type.

"Whichever type you choose, the 'shoe' or 'presser' should be highly polished with a rust-proof surface that is a good conductor of heat. The back of the shoe should be well insulated to reflect the heat forward to the pressing surface; good insulation also might prevent bad burns when the operator touches the hot presser.

"Foot or knee controls have an advantage over hand controls: They leave your hands free for handling the clothes. The controls should be conveniently placed, easily operated, and quick to respond. A mechanical release is a requisite on any type of ironer.

"A 26-inch roll usually handles the laundry of the average family. If there are a large number of sheets and table cloths in your wash, choose a larger roll.

"Look for a shoe or presser that has a thermostatic (automatic) heat control. A presser whose both ends have separate heat controls is an advantage; one end can be turned to 'low', while you use the other for small garments, ruffles, etc.

"Care is as important as the selection of the machine. Clean the shoe by rubbing it with a wet cloth and wiping dry. If starch sticks to the shoe, scrape it off with a knife, and use a piece of emery cloth if necessary.

"An occasional rubbing with paraffin when the shoe is warm will help keep the surface smooth.

"Keep the padding (of which there should be plenty in the roll or presser) even by distributing the ironing over the roll or presser board, using first one part, and then another."

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## DON'T BE FOOLED BY DIET FADS

If you must reduce, don't believe any claims that a cure-all medicine can do the trick for you, advises the Consumers' Counsel of the Agricultural Adjustment Administration.

"Dieting fads are legion, but the trouble with most of them is that they are just fads. All high-sounding scientific claims about a diet or so-called 'reducing agent' should be checked with your physician or an expert dietician.

"One of the more common fads is that sugar is a reducing agent, actually 'burns up' fat. Nothing could be further from the truth. Sugar adds calories--and weight --at an exceptionally high rate.

"The reducing diet of bananas and skimmed milk--the so-called 'Johns Hopkins diet'--is one of the better diets, but is safe for a short time only. Normally healthy persons can safely try this diet for 10 days or so, but no longer if they want to avoid vitamin deficiencies.

"Whatever your reducing diet, remember that to be safe for your health, it must keep a proper balance of protein, minerals, and vitamins.

"Moderate exercise and a moderate reduction of daily consumption of calories are the only sure and safe way to reduce," declares the Counsel.

"The first step in any reducing diet program is a visit to the doctor. Let him check up on your physical condition and follow his advice to the letter on what to cut down on and what to keep in the diet.

"The limit that any normally healthy person should reduce and still keep on the safe side of the danger point is 2 pounds a week."

## HOW TO GET RID OF CARPET BEETLES

Carpet beetles (also called buffalo moths) will stay clear of your clothes closets, furniture, and rugs if you maintain a constant campaign of vigilance against them.

"Stored clothes can be protected from them by sprinkling a pound of naphthalene or paradichlorobenzene between layers of thin paper placed at various levels in the clothing," advises the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A. "Be sure you close the trunk or storage box tightly.

"A pound of either of these substances for every 100 feet of closet space will keep the destructive insects our of closets that are also tightly closed and sealed.

"Kerosene oil pyrethrum solution sprays, often used in closets, work only when the spray comes in contact with the carpet beetles. (Cont'd. on next page.)

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"Nailed-down carpets provide hiding places for these bugs. The best way to rout them out from under carpets is to carpet only within 12 or 18 inches of the wall, so you'll have plenty of room to lift up and clean the rug. Vacuum or sweep the carpet on both sides. When stored, rugs should be thoroughly cleaned on both sides, well covered with naphthalene or paradichlorobenzene, rolled tightly, and then wrapped in unbroken paper so that insects cannot get to the carpet.

"Furniture infested with the pest should be either fumigated by professional exterminators or sprayed thoroughly and often."

BUY GOVERNMENT-GRADED EGGS

Egg supplies swell with spring, and economy-minded consumers take advantage of the lower prices to build up the family diet with this nutritional food.

It is at this time of the year that egg prices are lowest and egg quality generally highest, according to the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the A.A.A.

"You will get even better buys if you select Government-graded eggs," says the GUIDE.

"Eggs graded by experts of the Department of Agriculture have a seal on the carton which gives the grade name of the eggs and the date on which they were graded. Some distributors voluntarily place on the cartons 'not to be sold after (date)'.

"The eggs that go through Government inspectors' hands are sold under 4 grades:

"U. S. Special--the kind to buy for convalescents. Rarely sold in retail markets. May be marked 'Retail Grade AA'.

"U. S. Extra-- top grade in most markets; satisfactory for breakfast eggs; may be marked 'Retail Grade A'.

"U. S. Standard--satisfactory for cooking and eating; if sold under seals authorized by the Department of Agriculture, must be marked 'Retail Grade B'.

"U. S. Trade--suitable for cooking and especially for preparing dishes where egg flavor does not count much.

"Grading of eggs by the Department of Agriculture is done only at the request of shippers and marketing agencies. Egg grading service will be given to any egg dealer willing to pay the small cost involved wherever graders are stationed. The cost averages about one-fifth of a cent per dozen.

"Some States also grade eggs. You can easily find out if there are such laws in your State and check up on the meaning of the State grades."

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"LET THE SELLER BEWARE"

Consumers who are working for honest weights and measures in their communities should take a tip from New York's enforcement officials.

Consumers need to know what their rights are, and what to do if they suspect their rights are being violate New York City's Weights and Measures Bureau chief tells them. Over the municipal broadcasting station, every Saturday morning from 8:15 to 8:30, he takes up one aspec of the weights and measures problem.

First time it was a general introduction to the consumer's stake in weights and measures enforcement. Coal was the second subject, and specific information was give coal buyers so they could make sure they were getting every ton they paid for.

The Saturday morning programs go by the general titl of "Let the Buyer Beware."

"By exposing weights and measures practices that cheat the buyer," say New York officials, "we not only further stretch the purchasing power of the consumer's dollar, but also eliminate unfair competition for the honest seller." The series ties in with the five-morning a-week talks on the best food buys of the day also given by the city's Department of Markets.

FOLLOW THESE PAINT RULES

Rules for paint brush wielders are simple but important, declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"First lesson in the consumers' paint textbook is t use paints for the purposes for which they are intended," says the GUIDE. "Follow the manufacturer's advice. Hou paints aren't meant for interior walls and ceilings, and fine interior enamel is likely to prove disastrous on th outside of a front door.

"Second, paints with overboastful labels and advertising, claiming superlative merit for practically all kinds of service, should be regarded with suspicion. Stick to paints that are recommended for specific surfa not those that boast they are good for anything.

"Third, add nothing to the paint but what the manufacturer recommends on the label. Concoctions that cla to make paints go farther, last longer, and wear better rarely make the paint any better than it is in its prepared state.

"Fourth, when you do over an old painted surface, be sure to use the same type of paint used originally for b results. Exceptions to this rule hold only when experic

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has shown that one kind of paint goes over another kind satisfactorily. It's good economy as well as efficiency to make a note of the formula of the paint you use so that you know what to buy when it comes time to repaint a surface.

"Careful studies of paint formulas and labels on paint cans, and the keeping of records as to the date of each paint job and kind of paint used are just as important as proper handling of the brush when you decided to do a paint job."

## AVOCADOS FOR VARIETY

Avocados that come to market with their flesh soft and yellowish or yellowish green in color will find most favor in the fruit bowl, says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Texture of the flesh should be butterlike," declares the GUIDE. "Avocados that do not have this buttery texture are apt to have a flat, watery taste.

"'Mushiness' is characteristic of the flesh of the overripe fruit. Pressing a fruit gently will give some indication of its ripeness. Thin-skinned varieties yield readily when the flesh is soft; thick-skinned types yield slightly.

"Avoid fruit with dark, sunken spots and broken skins. Both are indications of potential decay.

"Favorite choice of most consumers is the medium half-pound to pound size, green in color, and with a fairly smooth or pebbled skin.

"If an avocado needs a little more time to soften before serving, place it on a shelf in a room at normal temperature. Refrigeration retards softening. To hasten the ripening process, wrap the fruit in a cloth for as long as necessary.

"Peel no more of the flesh than is to be used for one meal. The flesh of an avocado that is just right for a salad will stay bright for an hour or so, but in time it is bound to darken. The part of the fruit that you don't use should be put in the icebox, but never directly on ice or near ice coils."

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## A "FAMOUS FIRST" FOR CONSUMERS

It's a consumer headliner when for the first time the Federal Trade Commission goes into the courts and gets an injunction against further advertising of a drug dangerous to health.

That's what happened recently when F.T.C. attorneys secured an injunction against further advertising of a weight reducing remedy distributed by a Chicago firm, reports the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. Use of the drug, the Commission found, may prove injurious to health and eyesight.

"To prevent the advertising of this drug, the Federal Trade Commission exercised its new powers under the Wheeler-Lea Amendment to the original FTC Act and for the first time went to court for an injunction," the GUIDE declares.

"All advertisements of the drug were stopped under the injunction until the issuance of the recent Cease and Desist Order by the FTC, which continues the prohibition and makes it permanent, unless reversed by the courts."

## FACTS FOR EASTER EGG ARTISTS

Easter eggs not only should look good, but their color should be safe, cautions the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

Color often seeps through the porous shell of an egg onto the white. If there is any harmful substance in the dye, such as arsenic or lead, illness may result if hungry small consumers lay hands on colored eggs.

Almost all Easter egg dyes on the market today are made from harmless vegetable or harmless coal-tar dyes. Many of the latter are composed of dyes certified for their purity by the United States Department of Agriculture.

Certified coal-tar dyes are practically the only food ingredient for the purity of which the Government takes responsibility before it is added to a food. At the present there are only 15 colors on the permitted list of dyes which may be legally added to food.

A sample from each batch of a permitted dye made by a dye manufacturer must be tested by the Food and Drug Administration and pronounced free from harmful impurities before it is a certified color and only that batch is thus certified.

Once approved, the manufacturer may label a color as "certified by the Dept. of Agriculture." The color is given a lot number which is stated on the label of each package.

Dyes packaged for the Easter trade, although possibly obtained from a certified batch, are generally sold in

(MORE)

such small amounts as to be impracticable for the manufacturer to go through the procedure entitling him to label them as certified.

No system of certification is in effect for animal or vegetable dyes.

LOOK BEFORE YOU SIGN

Buying on time is all right for those who don't have the ready cash, but be sure you know what the sales contract says before you sign on the dotted line, warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Here are some of the questions the instalment buyer should ask himself--and the dealer--before he signs:

"(1) What will the credit actually cost me in money? What rate of interest is charged?

"(2) Are all the dollars and cents figures in the contract correct? Are there any blank spaces to be filled in later?

"(3) What are the insurance charges, if any? What insurance is actually provided?

"(4) To whom will I owe the payments?

"(5) What penalty charges may be imposed for late payment? Are there any other extra charges?

"(6) Do I have a right to fair notice before the merchandise can be repossessed? What repossession charges may be collected?

"(7) What security have I given? Does the security include other merchandise previously bought? Does it include a wage assignment?

"(8) What legal safeguards and guarantees have I waived?

"(9) Do terms in fine print commit me to additional obligations?

"(10) Is there provision for a fair refund on carrying charges if early payment is made?"

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CONSUMER NOTES • CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A. A. A., WASHINGTON, D. C.

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CLIP SHEET ISSUED WEEKLY BY CONSUMERS' COUNSEL DIVISION, A.A.A. . . . . WASHINGTON, D.C.



Volume I, No. 50 April 10, 1939.

## ARE YOU PLANTING A GARDEN THIS SPRING?

Don't squeeze pennies when you go to buy seeds for your backyard garden patch.

"Buy the best quality seeds you can; it will pay in the end," is the advice of the Consumers' Counsel of the Agricultural Adjustment Administration.

"Save any seeds you have left over. Next year they will be just as good if kept in a ventilated tin or glass container.

"Don't let your enthusiasm run away with you when you plan your vegetable garden unless you have lots of land. Ten or 12 kinds of vegetables -- including beans, radishes, carrots, spinach, parsnips, and lettuce -- should be enough to keep your table well supplied with vegetables fresh from the garden throughout the summer months.

"Don't waste seeds when you plant. Space for seeds for all of these vegetables, except beans, at intervals of 4 or 5 to an inch.

"If weeds flourish in your backyard, it's probably a good place to have a garden. Healthy weeds are an indication that the soil is good and with a little preparation can be made to produce vitamin-rich foods for the family's salad bowl."

## BOIL EGGS SLOWLY

Boiling an egg is not simply a matter of dropping it into a kettle of hot water, putting a hot flame under it, and letting it go.

"That's the quickest way to spoil the texture and flavor of a good egg," says the Consumers' Counsel of the AAA.

"Scientists in the Bureau of Home Economics laboratories say that when cooking eggs -- no matter what style -- cook them slowly.

"Overcooking or cooking them with too much heat will make the eggs tough and leathery, and will injurs their flavor."

## CARING FOR YOUR HAT

Felt hats are not meant to be folded up, creased, or packed in a trunk under an armful of clothes. "Do this to them and they will never look the same again," warns the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"If you insist on folding the hat, fold it lengthwise with the bow on the outside, then roll it from each end toward the center. This prevents buckling of the body,

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wrinkling of the band, and creasing the bow out of shape.

"When you put on your hat, hold it by the front and rear of the brim. Holding it by the crown dents it and eventually puts a hole in the peak.

"Brush hats with a brush, not with a whisk broom. Be sure you brush with the nap; that is, from left to right. Hats should always be brushed before being worn in the rain. Dust and water make mud and spot the hat. When spots do occur, it's well to use a dry rubber sponge to remove them.

"Rainsoaked hats should have their crowns pushed out and brims unsnapped. Then place them on a table to dry, preferably in a cool dry draft, but never in a hot place or near a radiator. Brush the nap up when the hat is dry. Sweatbands will last longer and won't discolor from perspiration if after wearing a hat on a hot day the sweatband is turned out to dry.

"Best way to store a hat is to put it in a hat box with the crown pushed out and brim unsnapped. Worst way is to pile it on top of another hat."

SPOTTING A GOOD CHEDDAR CHEESE

Holes are a sign of quality in some cheeses, but not in American Cheddar (or "store cheese").

"Texture of cheddar cheese should be solid if it is of good quality," writes the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA." If there are holes in it, it probably is a poor buy.

"To check the texture of the cheese, try this easy test suggested by experts in the Bureau of Dairy Industry: Rub a little piece of it between the thumb and fingers. The cheese should feel smooth and waxy with no lumps, and should rub down like cold butter.

"American Cheddar is best when it looks neat and clean, and when cut from a piece that is flat and even, not bulgy or lopsided. Color of the cheese should be the same all the way through, neither too pale nor too bright, and should not be mottled or streaked.

"Taste is largely a matter of personal choice. If you like a flavorsome and sharp cheese, ask for 'old American.' The longer the ripening of the cheese, the stronger and sharper will be the flavor.

"But whatever its age, a good cheddar should have a 'nutty' taste. According to experts, it has a 'pleasant, clean, mild aroma, and the characteristic flavor similar to nuts.'"

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## WHAT SOFT-DRINK LABELS SHOULD TELL

A soft drink, the label will tell you, cools you off, peps you up, and refreshes your tired body -- but does the label tell you what goes into the drink to make it do all these things?

"It pays consumers to examine both bottle cap and label carefully to see what they are drinking," declares the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"Drinks named after a fresh fruit should tell on the label whether the drink contains the juice of that fruit or only sweetened water flavored with imitation fruit flavor. In the latter case, they should be labeled 'Imitation.' Sometimes benzoate of soda or sulphur dioxide are added to fruit juice as preservatives. The label should state their presence in the drink.

"Often, fruit acids and color are added. Informative labels would identify those with statements such as 'added citric acid,' 'artificial color,' or 'certified color added.' Federal regulations provide that harmless certified coal-tar dyes legally may be used in beverages and other foods, provided their use does not result in concealing damage or inferiority and provided their presence is declared on the label.

"Finally, presence of caffeine in drinks should be disclosed to the consumer. Some people prefer the presence of caffeine in their drinks, but parents who don't allow their children to drink coffee or tea because of this stimulant have a right to know when the stimulant is present in the soft drinks those children buy.

"Federal Food and Drug regulations require that most of this label information be given on containers of soft drinks and soft drink bases that cross State lines. However, the greater percentage of bottled drinks are mixed and bottled in the State where they are sold.

"It is up to consumers to check their State laws if they want to know what information they can expect to see on labels of soft drinks."

## LAMB FOR SMALL BUDGETS

"If you like lamb but your pocketbook won't stretch around a leg of lamb, try the cheaper cuts," says the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA. "For tight budgets there are bargains in the meat from lamb shoulder, breast, flank, chuck, and neck.

"These sometimes sell at prices as low as one-third,

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often at less than a half, of the cost of more expensive lamb cuts.

"Lamb stew is a favorite family dish that can be made from any of these cuts. For an economical and delicious lamb roast, breast of lamb rates high, and is far below the cost of leg of lamb roasts.

"Meat from the flank makes tasty ground meat patties, while from the chuck come boned roasts and Saratoga chops. Roast stuffed shoulder of lamb is a favorite on many family menus.

"Prepared by imaginative and skillful domestic chefs, all of these make delectable and appealing dishes.

"For those who want to know more about cooking lamb -- both the expensive and cheaper cuts -- 'Lamb As You Like It,' Department of Agriculture Leaflet No. 28, will answer your questions. You can buy it for 5 cents from the Superintendent of Documents, Washington, D. C."

SIXTH GRADERS STUDY BUYING PROBLEMS

"It's the grown-ups who control the purse strings and do the family buying, but consumers in knee pants have a stake -- present and future -- in wise purchasing too.

"Children in the sixth and seventh grades of schools in Leesburg County, Virginia, are learning how to be alert consumers through their classroom work," reports the Consumers' Counsel, of the AAA.

"Children in one school made their own glue, ink, and tooth powder and then compared the ones they made with commercial products both in price and quality. They kept track of every penny they spent for materials, and in addition to becoming consumer conscious, they learned hygiene, and rudiments of science and arithmetic.

"Another group studied boys' clothing and various types of fabrics. They learned to identify rayon, silk, linen, cotton, and wool by simple tests, and then went on to say why they wanted informative labels on fabrics.

"Training like this is 'learning by doing.' Children who learn the importance of being wise consumers when still in knee pants have a head start on their elders who don't realize the need for careful purchasing until they run smack into an unbalanced domestic budget."

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## THE LOW-INCOME FAMILY NEEDS A BOOST

When worker Smith in the city earning less than $1,500 a year gets a $100 raise, he isn't the only one who finds the world a rosier place. Farmer Jones in the country also has a stake in the raise, because anywhere from one-fifth to two-fifths of it is going to go for the food that worker Smith buys from farmer Jones.

That's the conclusion reached by experts of the Agricultural Adjustment Administration in a recently published report.

"Surveys show that the great opportunity in expanding the market for farm products lies in the lower-income brackets -- those families receiving less than $1,500 per year," says the report. Families with incomes of more than $3,000 per year would increase their food purchases by only about $3 with an additional $100 income. But with the families receiving less than $1,500 it's another story

"It has been found that families in this income bracket would probably spend between $20 and $40 for food out of an additional income of $100. This possible increase in food expenditures in the low-income group is highly important to farmers because about 65 percent of the families in the United States fall in this group. Consequently, the farmers' concern over raising the incomes of this group should possibly be quite as great as it is in a balanced production program."

## DYED VS. PRINTED COTTON FABRICS

You don't have to resort to a microscope and test tubes to tell the difference between a dyed and printed cotton fabric.

"You can usually identify the fabric that is printed by comparing the back and the top side. In a printed fabric, the back is lighter than the top side; both sides are equally dyed in a dyed fabric," informs the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA.

"In general, dyed fabrics keep their good looks much longer than printed ones, though that may vary with the quality of the dye used. No dye yet discovered will remain permanently 'fast' under all conditions. Vat dyes -- the most expensive -- are the best for cotton goods.

"When the label says a fabric is 'color fast', find out what it is 'fast' against -- soap, or boiling, or perspiration, or what. Washing a sample of the fabric, or exposing part of it to the sun for several hours are simple household tests to check on label guarantees against fading."

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HOW DO YOU CLEAN YOUR LIVING ROOM FLOOR?

"Water and a fine floor just don't go together."

"Remember that cleaning maxim when you set out to preserve the finish on your floors and you won't run into trouble," informs the Consumers' Counsel of the AAA.

"The best way to do an ordinary routine cleaning is to either sweep the floor -- or run over it with a slightly oiled mop.

"An excellent oil preparation for treating floors recommended by wood experts in the Forest Service, Department of Agriculture, is a mixture of 3 parts kerosene and one part paraffin oil.

"When your mop gets dirty, wash it out with hot soapy water, let it dry, and then dampen it again with the oil.

"More information about caring for floors is in the Department of Agriculture Circular 489, 'Selection, Installation, Finish, and Maintenance of Wood Floors for Dwellings.' It is priced at 5 cents from the Superintendent of Documents, Washington, D. C."

SPRING MEANS MOTH PROTECTION

Moths will make a holiday of Spring unless you store away your winter woolens properly.

Here are some anti-moth rules suggested by the CONSUMERS' GUIDE, publication of the Consumers' Counsel Division of the AAA:

"First, have the garments dry cleaned or washed before you store them away. Next best thing is to sun them thoroughly, and brush and beat them on the backyard clothes line.

"Second, pack the garments tightly, sealing packages and other containers with gummed tape. Moths can wriggle through the tiniest opening left in packages, chests, or closets.

"Third, remember fancy treatments may make garment bags smell queer, but they won't kill destructive moth larvae. Garment bags are as useful as they are tight, but only for keeping moths out. 'Cedarized' cardboard chests or closets and cedar-lined closets are not dependable. Chests made of the heartwood of Virginia red cedar will protect clothing if they are tightly closed.

"Fourth, gadgets to hang in closets that you keep opening are a waste of money. Moth-proof solutions, if they contain fluorides and rotenone, and if used with thoroughness, are fairly effective but won't make garments permanently or absolutely immune to moths. Department of Agriculture experts do not recommend solutions containing arsenic.

"Fifth, moth-killing chemicals that will work, according to the Department of Agriculture, are naphthalene, paradichlorobenzene, and gum camphor. But moth poisons don't work unless the fumes are strong enough to kill intruders. A pound of any of these chemicals sprinkled in folds of tissue paper through the layers of clothing will protect a trunkful of clothes. For closets, use a pound of the chemical to every 100 cubic feet of space. Always remember to seal up the containers in which you pack away the clothes.

"For more information write the U.S.Department of Agriculture, Washington, D. C., for its free Leaflet No. 145, 'Clothes Moths.'"